

VERDURA TRIM & SHUTTER FINISH

Modern exterior decoration calls for trim colors of unusual brilliance and permanence. The bright, permanent colors of Verdura Trim & Shutter Finish will greatly improve the appearance of the modest cottage or the more expensive residence. They are equally suitable for trimming larger structures, such as apartment and office buildings, hotels, schools, hospitals and industrial plants.

These exceptionally durable colors are intended for shutters, doors, sash, trim and similar exterior surfaces. While somewhat higher in price than house paint, their greater spreading capacity and unusual durability make them a very economical finish. Made with the very finest of pure pigments and specially treated linseed oil, Verdura Trim & Shutter Finish has unusual hiding and retains its color and gloss for a long time.

On new wood apply a first coat of P&L House Paint Exterior Primer in accordance with directions on the can. This should be followed by a coat of Verdura Trim & Shutter Finish, each gallon thinned with one pint of turpentine. Then apply a finish coat of Verdura Trim & Shutter Finish in the consistency supplied. On old work apply a coat of P&L House Paint Exterior Primer followed by a coat of Verdura Trim & Shutter Finish in the consistency supplied. If the surface is in good condition and only one coat is required, omit Primer and apply Verdura Trim & Shutter Finish in the consistency supplied.

The U. S. standard gallon covers approximately 1200 square feet; one Imperial gallon covers approximately 1450 square feet.



380 — NEPTUNE GREEN



381 — SPRING GREEN



382 — HUNTER GREEN



384 — SPRUCE GREEN



373 CRANBERRY RED



375 SPANISH BLUE



374 BEAVER BROWN

FOR BODY COLORS AND OTHER TRIM COLORS, REFER TO
THE PRATT & LAMBERT HOUSE PAINT COLOR CARD

DO NOT GAMBLE
WITH CHEAP PAINTS OR VARNISHES
THEY ARE COSTLY AT ANY PRICE



REMEMBER THIS TRADE MARK

This trade mark represents honest paint and varnish, made on a quality basis, to provide most economical results to the home owner.

When considering comparative costs of paint and varnish, remember that the expense of applying an inferior product is the same as the expense of applying a paint or varnish that will last two, and in some cases three times as long.

Real economy in paint and varnish is not based on the price per gallon but on the amount of surface each gallon will cover and on the number of years of satisfactory service.

Paint and varnish quality becomes evident only after it is applied and subjected to a long period of exposure. Thus, real economy and satisfaction in paint and varnish can be obtained only by using dependable products of a recognized standard of quality.

For the outside of the house, for the interior walls, floors and furniture — for everything in and about your home, there is a Pratt & Lambert paint, varnish or enamel especially designed to do that particular job better — to insure the utmost in beauty, durability and economy.

Whatever your paint, varnish or enamel job may be, let the name Pratt & Lambert and the trade mark shown above be your assurance that you will receive the maximum in beauty and protection at the minimum ultimate cost.

PRATT & LAMBERT-INC.
Paint & Varnish Makers
NEW YORK BUFFALO CHICAGO
FORT ERIE, ONTARIO



VERDURA TRIM & SHUTTER FINISH

Modern colors of
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